

Bachelor of Business (Management & Digital Media)

BA-BUSMGDM

Semester 1 | 2025

Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However, this can be amended depending on unit availability, unit progression, timetabling and the semester in which you commenced your course.

Year One

Semester 1 Feb/Mar 2025		
Unit Code	Unit Name	Pre-requisites
MKT10009	Marketing and the Consumer Experience	Nil
MGT10009	Contemporary Management Principles	Nil
DCO10005	Typography	Nil
DDM10005	Imaging for Narrative and Storyboards	Nil
MPU3273	Integrity and Anti-Corruption <i>(All Students)</i>	Nil
Winter Term Jul 2025		
MPU3212	Bahasa Kebangsaan A <i>(Degree local students with no SPM BM credit)</i>	Nil
Semester 2 Aug/Sep 2025		
ACC10007	Financial Information for Decision Making	Nil
BUS10015	Creative Mindset and Entrepreneurship	Nil
DCO20004	Web Design	Nil
DDM10006	Typography for Screen and Motion	50 credit points
MPU3193	Philosophy and Current issues <i>(All students)</i>	Nil

Year Two

Semester 3 Feb/Mar 2026		
Unit Code	Unit Name	Pre-requisites
INF10024	Business Digitalisation	Nil
MGT20008	Business, Society and Sustainability	MGT10009
DCO10002	Digital Design	Nil
DDD20001	Brand and Identity Design	50 credit points
MPU3183	Penghayatan Etika dan Peradaban <i>(Local Students)</i>	Nil
MPU3143	Bahasa Melayu Komunikasi 2 <i>(International students)</i>	Nil
Semester 4 Aug/Sep 2026		
ECO10005	Economic For Business Decision Making	Nil
MGT20007	Organisational Behaviour	87.5 credit points & MGT10009
DCO10001	Concepts and Narratives	50 credit points
DDM20003	Digital Video Camera Techniques	50 credit points

Year Three

Semester 5 Feb/Mar 2027		
Unit Code	Unit Name	Pre-requisites
BUS30031	Sustainable Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
HRM30012	Digital Management and the Future of Work	150 credit points & MGT10009
DDD30021	Digital Video Compositing	DDM10006 & DDM20003
DDM30005	Motion Design New Technologies	150 credit points
Semester 6 Feb/Mar 2027		
MGT30005	Strategic Planning	187.5 credit points
DDD30022	Motion Graphics Project	DDD30021
DDM30001	Motion Design Capstone Project	200 credit points

Notes

To complete your study planner, you need to complete 23 core units.

Course Rules

- The maximum number of units to be studied as part of this award is 26 units or a maximum of 325 credit points (suggested is 24 units or 300 credit points).
- Students may not complete more than 125 credit points (normally 10 units) at Introductory Level. Introductory Level units have "1" as the first numerical digit in the unit code. Eg: For ACC10007, The number "1" indicates that this is an Introductory Level unit.
- A minimum of eight units (100 credit points) must be completed at Swinburne University. This regulation must be observed in study plans that include unit exemptions; studies completed through international exchange, cross-institutional study, or study abroad.
- A unit can only be counted once as part of a major or minor. Where there is an overlap of a unit, students will be required to complete a predetermined substitute unit.
- It is the student's responsibility to ensure that the prerequisites for each unit are met when planning for their progression in their course.

How to use your Course Planner

Refer to the below table to help explain what units are required each semester throughout your course. The units in your planner are colour coded to assist you with mapping out your studies.

Course Information

Each unit is equivalent to 12.5 credit points. To qualify for the award of this course, students must complete 23 units (300 credit points) comprising of:

23 Core Units

300 credit points

A set of compulsory units you MUST complete as part of your Course.

General Studies/Mata Pelajaran Umum
0 credit points

- * Compulsory units to complete as a pre-requisite to graduate (see statement below)
- * Advisable to enrol in Year One
- * Email tu@swinburne.edu.my for queries

All commencing students of Master, Degree, Diploma and Foundation programs will be automatically registered for the Academic Integrity Training Module in the first semester (Note: Students articulating from Foundation Studies are expected to undertake this unit as a refresher). There are 4 topics in this online module that are recommended for completion during Week 1-4 of your commencing study period. At the end of this module, students are required to complete a quiz comprised of 10 questions and achieve a score of at least 90%.

Ministry of Education requires that all NEW Cohorts pursuing Degree program (International and Malaysian) students must take the MPU units as a prerequisite for the award of their degree.

- Malaysian students: Must take and pass the units as a prerequisite for the award of their degree.
- International students: Must attempt all coursework and final exam as a prerequisite for the award of their degree.